

YOUR GLOBAL IMPACT REPORT 2024
TURNING VISION INTO REAL
CHANGE FOR ANIMALS



2024:

YOUR RELENTLESS COMPASSION MADE HISTORY HAPPEN

There's no doubt we are continuing to navigate turbulent times, with ongoing international conflict and global elections creating a challenging environment.

However, your inspiring commitment to achieving the highest standards of welfare for farmed animals worldwide has brought about huge progress in our mission to end factory farming.

It's a privilege for Compassion to fight for justice on behalf of all farmed animals, and it's because of you, Compassion's amazing supporters, campaigners and donors, that we're able to do so. Together, we have achieved historic steps forward in our shared vision to drive meaningful, lasting change and to create a kinder and sustainable future.

In short, none of our global impacts would be possible without you. And it's because of you that in 2024 we saw the historic ban of live exports for fattening and slaughter from Great Britain enshrined into law! This ban will not only spare countless sentient beings from needless suffering, but it also sets a powerful precedent for other nations to follow.

It's because of your dedication and commitment that when the going got tough, we were able to draw on our years of experience and resilience and dig in.



Philip Lymbery
Global CEO, Compassion
in World Farming International



YOUR VOICE IS LOUD AND STRONG

During 2023/2024, 1.6 million supporters, and more than 90,000 donors worldwide acted to help end factory farming. You took part in a variety of activities to help us spread the message that factory farming should be relegated to the history books and replaced with a food system that is kinder to animals, people and our planet.

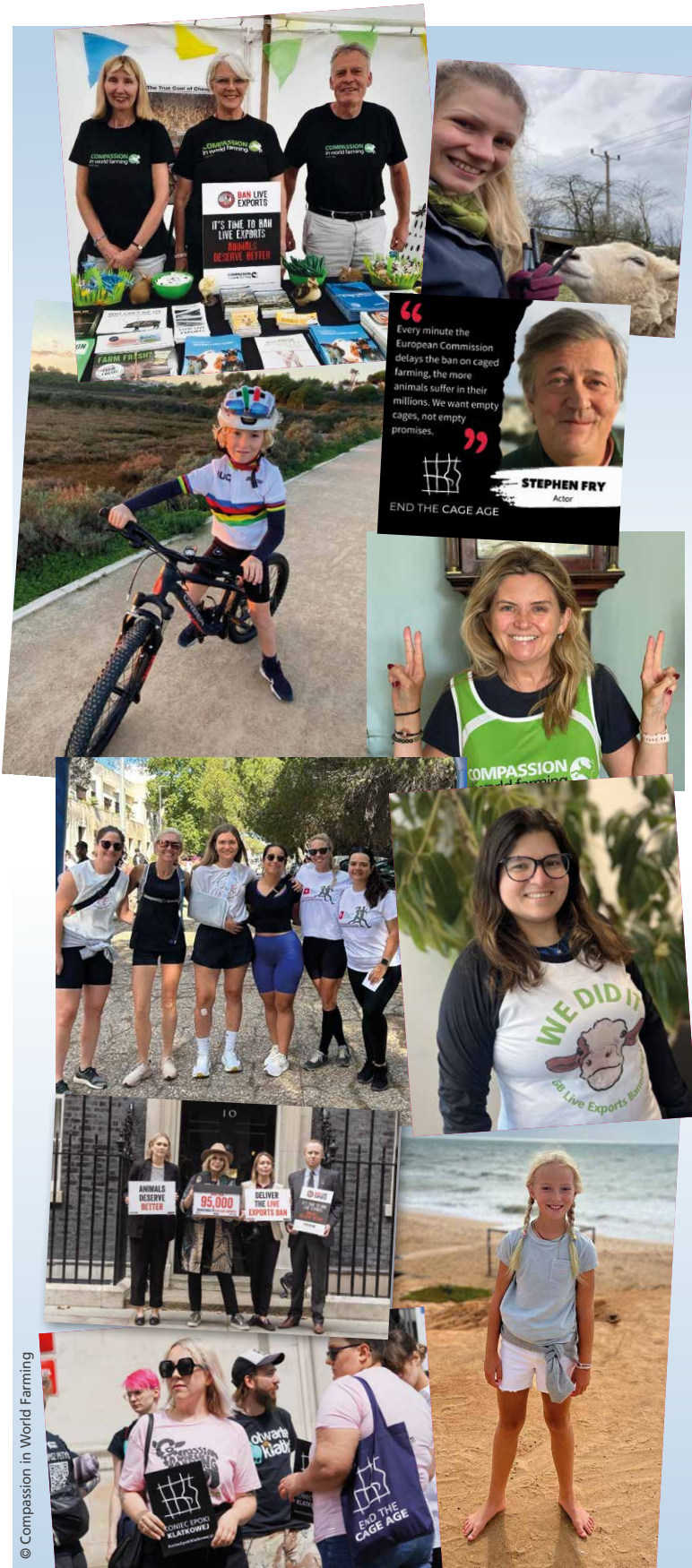
TOGETHER, WE FIGHT FOR LASTING CHANGE

You never gave up campaigning for a better life for farmed animals and the impact you are having is making a real difference to billions. Thanks to your dedication, we can continue striving for a different world for *all* sentient beings.

Building understanding is key to revolutionising our outdated and broken food system. And it's down to you that public awareness of factory farming, and the damage it's doing to our environment, people and wildlife, continued to grow. Global media coverage of our *END.IT* campaign had a potential reach of **3.76 billion** people, while our *We Want* campaign video to help End the Cage Age, supported by renowned actor and writer, Stephen Fry, was viewed online **3.8 million** times.

WHAT'S NEXT?

The future of farmed animals depends on you, and together, we won't stop until every single one is treated with the kindness and respect they deserve.



Total global media coverage: **28.31 BILLION** potential reach from **10,667** stories

Total global TV and radio broadcast stories: **409**

Compassion supporters around the world took **2,622,689** actions to end farm animal suffering and injustice

YOU CHANGE LAWS AND MAKE HISTORY!

As our determined supporters, you have the power to hold governments, policy makers and food companies accountable for their actions. You are truly instrumental in our work to end inhumane farming for good.



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WE DID IT! GB LIVE EXPORTS BANNED 2024



LIVE EXPORTS BANNED

Convincing governments and policy makers to put farmed animal welfare above the interests of big agriculture is no mean feat. But, **thanks to YOU, we did it! A ban on live exports for fattening and slaughter from Great Britain has been enshrined into law!**



The passing of this momentous legislation follows 50 years of relentless campaigning. For many governments, animal welfare issues are largely a case of 'out of sight, out of mind', but you never gave up.

However, the fight is far from over. The devastatingly brutal trade is still happening around the world, with farmed animals routinely transported by road and sea, for days or even weeks. Many suffer overcrowding, exhaustion, hunger, dehydration, fear and stress, with some also dying on these hellish journeys.

In 2024 we continued to campaign in Europe and the rest of the world, with crucial impact being achieved because of your unrelenting compassion.

- The European Commission published proposals to create stricter requirements on animal transport. While this is moving in the right direction, it doesn't go far enough.
- In addition, at least **120 NGOs** across 31 countries joined the *Ban Live Export International Awareness Day* of action on 14th June and EU citizens sent **464,586 digital postcards** showing harrowing images of live exports to EU ministers.
- Thanks in part to this global movement of supporters and other NGOs, the Australian government finally announced an end date for the export of live sheep by sea, with the legislation set to be in place by 1st May 2028.

WHAT'S NEXT?

It's now time for the rest of the world to follow the UK's lead and prioritise the wellbeing of farmed animals. **We've made historic change once, and, with your help, we can and will do it again.**

WE WILL END THE CAGE AGE



THANKS TO YOU

In December 2022, we delivered **400,000 signatures** calling on the UK and Scottish governments to stop dragging their heels when it comes to *Ending the Cage Age*. In April, the Scottish Government launched an industry consultation on banning the use of cages for egg-laying hens. The UK is still falling behind, so we continue to lobby the new Government.

In Europe, a team of citizen heroes, formed by Compassion, launched a first-of-its-kind legal action to *End the Cage Age*, demanding that the European Commission delivers on its democratic promise to legislate to ban cruel cages across Europe.

WHAT'S NEXT?

One thing's for certain – **we won't stop until every cage is an empty cage** – and, together, we'll continue our pursuit of accountability from those in power.

RETHINK FISH... AND OCTOPUSES!



In the USA, we celebrated a major campaign victory, with Compassion having direct involvement in shutting down the nation's only octopus farm. We also gave evidence that helped the state of Washington introduce the first ban on octopus farming in March, followed in September by California, which will be the first state to prohibit both the farming and sale of farmed octopus products.

Compassion's teams worldwide mobilised to fight against plans to build the world's first commercial octopus farm in the Canary Islands. Our campaign generated significant worldwide attention and positioned us as experts in this field. We coordinated a letter signed by **75 NGOs and experts** urging the Canary Islands Government to reject plans for the farm; and in April, we exposed the inadequacy of the company's environmental assessment of the project to sea, people and wildlife.

WHAT'S NEXT?

We've made progress in our fight to end factory farming and, with your help, we will continue campaigning to prevent octopuses and other new species being added to this merciless system.

OUR NUMBERS



2023-2024

66,000 supporters emailed Canary Islands' Government President Fernando Clavijo Batlle urging him to reject the octopus farm plans

In the USA, we've helped **4.6 MILLION** families on government nutrition assistance get access to cage-free eggs

More than **220,000** people signed up to support our *End the Cage Age* campaign thanks to our work with our partner Otwarte Klatki (Open Cages)

YOU ARE FIGHTING FOR ANIMALS, PEOPLE AND PLANET



The impact of industrial factory farming is profound and has untold implications on animal welfare, environmental stability and our own health. Time is running out, but with you as a vital member of our global movement, we are paving the way for a kinder, more climate- and nature-friendly planet.

ENDING FACTORY FARMING FOR GOOD

The move to end factory farming has never been more urgent. Causing untold suffering for farmed animals, it's also a major driver of habitat decline, deforestation and pollution; is a big contributor of climate change emissions; and is a risk to human health. Which is why our ambitious global campaign, *END.IT*, is so vitally important.

Thanks to your tenacious advocacy, public awareness of the detrimental effects of factory farming is growing. In 2022 we launched our online *END.IT* petition to urge governments to move away from industrial animal agriculture, and to urge world leaders to take global action by bringing forward a Global Agreement for a fair food and farming system. Now, two years later, the number of signatories exceeds **720,000**.

Our participation at climate change events such as UN Climate Change Conventions (Conference of the Parties) and the UN Food System Stocktaking Summit allowed our International Affairs team to highlight the urgent need for world leaders to agree to a rescue plan for our global food system, before it's too late.

During COP28, we were delighted to announce that we had joined a broad coalition of more than **150 organisations** in a Call to Action for Transforming Food Systems for People, Nature, and Climate. This declaration reflects the increasingly universal recognition that our food systems must mitigate against, and not exacerbate, climate change emissions.

Intensive factory farming is not only devastating to animals, wildlife, climate and biodiversity, it has real-life consequences for people too, affecting health and food security. In our *Human Faces* initiative, we threw the spotlight on people who have directly felt the impact of this cruel practice, such as The Munduruku of the Santarém Plateau, Brazil.

You can find out more about the exhibition, and the stories behind the pictures, at ciwf.org.uk/human-faces

TOGETHER WE ADVOCATE FOR A KINDER FOOD SYSTEM

Compassion's Food Business team is dedicated to working with the global food industry. We promote a comprehensive approach to food production, pushing companies to improve farm animal welfare, reduce dependence on animal-sourced foods, and support regenerative farming practices.

Thanks to your support, in the past year alone we have secured corporate commitments to improve welfare standards that are set to benefit almost 100 million farmed animals each year.



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GOOD FARM ANIMAL WELFARE AWARDS

Through our Good Farm Animal Welfare Awards, we recognise market leading food companies for their policies or commitments that benefit farm animals and the environment.

In November 2023, we celebrated our first in-person Good Farm Animal Welfare Awards ceremony in Bangkok, recognising 16 Good Farm Animal Welfare Award winners across Thailand, Japan and China. The majority focused on cage-free eggs and higher welfare broiler production, and together these alone are set to benefit the lives of over **25 million animals**.

BETTER BENCHMARKS FOR FARMED ANIMAL WELFARE

The relaunch of the latest *Business Benchmark on Farm Animal Welfare* (BBFAW) introduced tougher assessment criteria this year, with a new baseline for animal welfare improvement for the 150 global companies assessed. This new report highlighted a remarkable **95%** of global food companies now recognise 'farm animal welfare' as a core business issue, and 25% recognise the need to reduce reliance on animal sourced foods.

CREATING CHANGE FOR CHICKENS

The Better Chicken Commitment (BCC) is the leading set of standards for chicken welfare, committing food companies to introduce higher welfare standards for all the chickens reared for meat in their supply chain. Globally more than **625 companies** have signed up. We don't just take these sign-up promises as a certainty – we hold companies accountable to their BCC pledges via our US and European *ChickenTrack* tool.

We also track the performance of global food companies and hold them to account for their commitments towards eliminating cages for laying hens via our *EggTrack* tool. In happy news for hens around the world, our seventh *EggTrack* report showed that, of 444 companies monitored, there was a positive **75% transition** to cage-free eggs.

OUR NUMBERS



To date over **3.1 BILLION** animals are set to benefit each year thanks to our Food Business team securing corporate commitments to implement higher welfare standards

To date, over **430 MILLION** animals in China are set to benefit as a result of our Good Farm Animal Welfare Awards programme

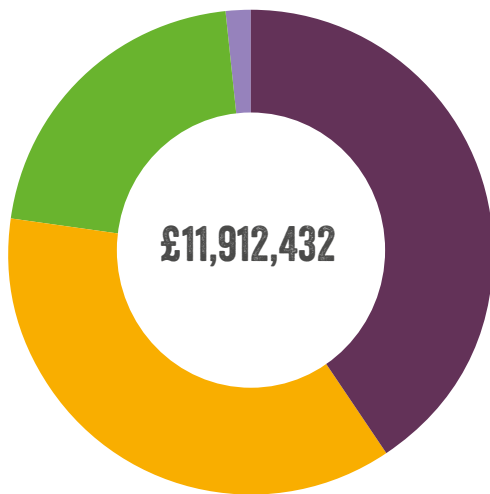
More than **9 BILLION** estimated consumer reach achieved through our Food Business programme (April 2023-March 2024)

THANK YOU

Your support is instrumental in Compassion's vision to end factory farming once and for all, safeguarding a better legacy for farmed animals, our planet and future generations.

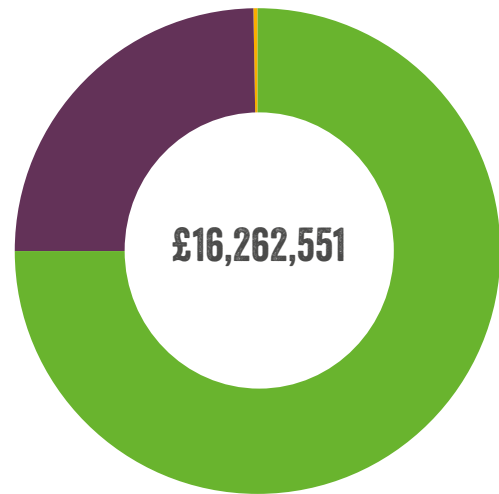
We want to thank every single individual and organisation that has made a gift in the past year, and those who have kept farmed animals in their minds for the future and left a gift in their Will.

GLOBAL INCOME 2023/2024



- **£4,859,769** Individual Giving
- **£4,365,064** Grants and Philanthropy
- **£2,510,311** Gifts in Wills
- **£177,288** Investment Income

GLOBAL EXPENDITURE 2023/2024



How your support was invested in 2023-2024

*1st April 2023 – 31st March 2024

- **£12,206,891** Campaigning, policy advocacy and corporate engagement
- **£4,022,165** Raising Funds
- **£35,495** Investment Management

For more information, our full Annual Report and audited Accounts (1st April 2023 - 31st March 2024) are available online at ciwf.org.uk/Annual-Report or on request.

To see how you can act against factory farming, make a donation or regular gift, or learn about leaving a legacy for future generations of farm animals:

EMAIL supporters@ciwf.org **CALL** +44 (0)1483 521 953 **VISIT** ciwf.org.uk/Impact

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COMPASSION
in world farming 
ciwf.org.uk

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